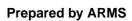




		Counties: Russell, AL
00,00	2000 Total Population	49,756
	2000 Group Quarters	687
	2008 Total Population	52,015
	2013 Total Population	53,920
	2008 - 2013 Annual Rate	0.72%
0.0	2000 Households	19,741
	2000 Average Household Size	2.49
4111	2008 Households	21,303
	2008 Average Household Size	2.41
	2013 Households	22,341
	2013 Average Household Size	2.38
	2008 - 2013 Annual Rate	0.96%
	2000 Families	13,424
	2000 Average Family Size	3.05
	2008 Families	14,296
	2008 Average Family Size	3
	2013 Families	14,820
	2013 Average Family Size	3
	2008 - 2013 Annual Rate	0.72%
	2000 Housing Units	22,831
	Owner Occupied Housing Units	54.1%
	Renter Occupied Housing Units	32.4%
	Vacant Housing Units	13.5%
	2008 Housing Units	25,352
	Owner Occupied Housing Units	53.3%
	Renter Occupied Housing Units	30.7%
	Vacant Housing Units	16.0%
	2013 Housing Units	26,970
	Owner Occupied Housing Units	51.7%
	Renter Occupied Housing Units	31.2%
	Vacant Housing Units	17.2%
	Madian Haysahald Income	
	Median Household Income 2000	¢27 500
	2008	\$27,509 \$31,547
	2013	\$31,547
	Median Home Value	\$34,749
	2000	\$66,111
	2008	\$101,161
	2013	\$103,961
	Per Capita Income	\$100,901
	2000	\$14,015
	2008	\$16,354
	2013	\$17,856
	Median Age	Ψ17,030
	2000	35.4
	2008	36.7
	2013	37.9
		07.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

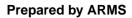




2000 Households by Income	
Household Income Base	19,728
< \$15,000	28.6%
\$15,000 - \$24,999	16.8%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	5.6%
\$100,000 - \$149,999	1.8%
\$150,000 - \$199,999	0.3%
\$200,000+	0.4%
Average Household Income	\$34,808
2008 Households by Income	
Household Income Base	21,303
< \$15,000	24.5%
\$15,000 - \$24,999	15.0%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	0.3%
\$200,000+	0.4%
Average Household Income	\$39,548
2013 Households by Income	
Household Income Base	22,341
< \$15,000	22.7%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	0.4%
\$200,000+	0.5%
Average Household Income	\$42,683
2000 Owner Occupied HUs by Value	
Total	12,328
<\$50,000	32.2%
\$50,000 - 99,999	49.3%
\$100,000 - 149,999	12.0%
\$150,000 - 199,999	3.8%
\$200,000 - \$299,999	1.4%
\$300,000 - 499,999	0.5%
\$500,000 - 999,999	0.5%
\$1,000,000+	0.4%
Average Home Value	\$79,348
2000 Specified Renter Occupied HUs by Contract Rent	
Total	7,337
With Cash Rent	90.9%
No Cash Rent	9.1%
Median Rent	\$308
Average Rent	\$309

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



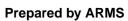




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	Counties. Russell, AL
2000 Population by Age	
Total	49,756
0 - 4	7.1%
5 - 9	7.6%
10 - 14	7.4%
15 - 19	7.1%
20 - 24	6.5%
25 - 34	13.7%
35 - 44	15.1%
45 - 54	12.9%
55 - 64	9.5%
65 - 74	7.5%
75 - 84	4.3%
85+	1.3%
18+	73.5%
2008 Population by Age	
Total	52,015
0 - 4	7.2%
5 - 9	6.8%
10 - 14	6.8%
15 - 19	6.7%
20 - 24	6.7%
25 - 34	13.6%
35 - 44	13.5%
45 - 54	14.3%
55 - 64	11.3%
65 - 74	7.2%
75 - 84	4.4%
85+	1.7%
18+	75.2%
2012 Penulation by Age	
2013 Population by Age	F2 020
Total	53,920
0 - 4	7.1%
5 - 9	6.6%
10 - 14	6.5%
15 - 19	6.5%
20 - 24	7.1%
25 - 34	12.7%
35 - 44	12.6%
45 - 54	14.1%
55 - 64	12.9%
65 - 74	7.5%
75 - 84	4.5%
85+	2.0%
18+	75.9%
2000 Population by Sex Males	47.6%
Females	
	52.4%
2008 Population by Sex	
Males	47.9%
Females	52.1%
2013 Population by Sex	
Males	48.0%
Females	52.0%



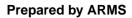




	2000 Population by Race/Ethnicity	
	Total	49,756
	White Alone	56.7%
	Black Alone	40.8%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	0.4%
	Some Other Race Alone	0.6%
	Two or More Races	1.1%
	Hispanic Origin	1.5%
	Diversity Index	52.6
	2008 Population by Race/Ethnicity	
	Total	52,015
	White Alone	54.3%
	Black Alone	42.5%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	0.6%
	Some Other Race Alone	0.9%
	Two or More Races	1.3%
	Hispanic Origin	2.2%
	Diversity Index	54.5
	Diversity index	34.3
	2013 Population by Race/Ethnicity	
	Total	53,920
	White Alone	52.9%
	Black Alone	43.3%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	0.7%
	Some Other Race Alone	1.2%
	Two or More Races	1.5%
	Hispanic Origin	2.8%
	Diversity Index	55.8
4 7	2000 Population 3+ by School Enrollment	
Ĭ	Total	47,659
A	Enrolled in Nursery/Preschool	1.9%
	Enrolled in Kindergarten	1.5%
	Enrolled in Grade 1-8	13.0%
	Enrolled in Grade 9-12	6.2%
	Enrolled in College	3.2%
	Enrolled in Gollege Enrolled in Grad/Prof School	0.5%
	Not Enrolled in School	73.7%
	Not Enfolied in School	13.1%
	2008 Population 25+ by Educational Attainment	
	Total	34,250
	Less than 9th Grade	9.5%
	9th - 12th Grade, No Diploma	18.6%
	High School Graduate	35.5%
	Some College, No Degree	18.8%
	Associate Degree	6.7%
	Bachelor's Degree	7.0%
	Graduate/Professional Degree	4.0%
	C.SCC 101000101101 Dog100	4.070

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







<u> </u>	2008 Population 15+ by Marital Status	
\	Total	41,203
	Never Married	26.6%
	Married	50.3%
	Widowed	9.5%
	Divorced	13.6%
line	2000 Population 16+ by Employment Status	
	Total	37,952
	In Labor Force	57.1%
	Civilian Employed	52.4%
	Civilian Unemployed	3.5%
	In Armed Forces	1.1%
	Not in Labor Force	42.9%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	90.5%
	Civilian Unemployed	9.5%
	2013 Civilian Population 16+ in Labor Force Civilian Employed Civilian Unemployed	91.3% 8.7%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	20,410
	Own Children < 6 Only	8.0%
	Employed/in Armed Forces	4.9%
	Unemployed	0.5%
	Not in Labor Force	2.5%
	Own Children < 6 and 6-17 Only	6.1%
	Employed/in Armed Forces	3.4%
	Unemployed	0.3%
	Not in Labor Force	2.4%
	Own Children 6-17 Only	17.2%
	Employed/in Armed Forces	11.5%
	Unemployed	0.6%
	Not in Labor Force	5.2%
	No Own Children < 18	68.6%
	Employed/in Armed Forces	27.4%
	Unemployed	2.0%
	Not in Labor Force	39.2%



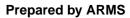




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		Counties. Russell, AL
1	2008 Employed Population 16+ by Industry	
	Total	19,008
1	Agriculture/Mining	1.0%
	Construction	9.2%
	Manufacturing	17.9%
	Wholesale Trade	2.0%
	Retail Trade	11.5%
	Transportation/Utilities	4.4%
	Information	1.7%
	Finance/Insurance/Real Estate	9.2%
	Services	37.5%
	Public Administration	5.5%
	2008 Employed Population 16+ by Occupation Total	19,008
	White Collar	49.1%
	Management/Business/Financial	9.9%
	Professional	14.5%
	Sales	11.2%
	Administrative Support	13.5%
	Services	16.9%
	Blue Collar	34.0%
	Farming/Forestry/Fishing	0.5%
	Construction/Extraction	8.0%
	Installation/Maintenance/Repair	6.2%
	Production	11.3%
	Transportation/Material Moving	7.9%
1	2000 Workers 16+ by Means of Transportation to Work	
	Total	19,859
	Drove Alone - Car, Truck, or Van	81.9%
	Carpooled - Car, Truck, or Van	13.9%
	Public Transportation	0.8%
	Walked	1.3%
	Other Means	1.1%
	Worked at Home	1.0%
	2000 Workers 16+ by Travel Time to Work	
	Total	19,859
	Did Not Work at Home	99.0%
	Less than 5 minutes	1.7%
	5 to 9 minutes	8.3%
	10 to 19 minutes	32.0%
	20 to 24 minutes	18.5%
	25 to 34 minutes	23.0%
	35 to 44 minutes	4.7%
	45 to 59 minutes	6.6%
	60 to 89 minutes	2.0%
	90 or more minutes	2.3%
	Worked at Home	1.0%
	Average Travel Time to Work (in min)	24.6
	2000 Households by Vehicles Available	
	Total	19,741
	None	12.6%
	1	35.8%
	2	33.1%
	3	13.5%
	4	3.6%
	5+	1.3%
	Average Number of Vehicles Available	1.6







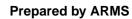
Counties: Russell, AL 2000 Households by Type Total 19.741 Family Households 68.0% Married-couple Family 44.4% With Related Children 20.6% Other Family (No Spouse) 23.6% With Related Children 15.8% Nonfamily Households 32.0% Householder Living Alone 28.0% Householder Not Living Alone 4.0% Households with Related Children 36.4% Households with Persons 65+ 24.9% 2000 Households by Size 19.741 Total 1 Person Household 28.0% 2 Person Household 31.5% 3 Person Household 18.2% 4 Person Household 13.2% 5 Person Household 6.1% 6 Person Household 1.9% 7+ Person Household 1.0% 2000 Households by Year Householder Moved In Total 19,741 Moved in 1999 to March 2000 20.2% Moved in 1995 to 1998 26.5% Moved in 1990 to 1994 16.0% Moved in 1980 to 1989 14.2% Moved in 1970 to 1979 11.6% Moved in 1969 or Earlier 11.6% Median Year Householder Moved In 1994 2000 Housing Units by Units in Structure Total 22,831 1, Detached 58.4% 1, Attached 1.4% 2 4.5% 3 or 4 4.5% 5 to 9 8.0% 10 to 19 1.6% 20+ 1.9% Mobile Home 19.2% Other 0.5% 2000 Housing Units by Year Structure Built Total 22.831 1999 to March 2000 2.3% 1995 to 1998 9.3% 1990 to 1994 8.6% 1980 to 1989 16.3% 1970 to 1979 20.2% 1969 or Earlier 43.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Median Year Structure Built

1973







Top 3 Tapestry Segments

1.	Southern Satellites
2.	Rural Bypasses
3.	Home Town

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

area. Expenditures are shown by broad budget categories that are not mutually exclusive. C business revenue.	onsumer spending does not equal
Apparel & Services: Total \$	\$25,949,226
Average Spent	\$1,218.10
Spending Potential Index	45
Computers & Accessories: Total \$	\$2,626,971
Average Spent	\$123.31
Spending Potential Index	52
Education: Total \$	\$14,216,605
Average Spent	\$667.35
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$43,918,239
Average Spent	\$2,061.60
Spending Potential Index	55
Food at Home: Total \$	\$59,195,624
Average Spent	\$2,778.75
Spending Potential Index	57
Food Away from Home: Total \$	\$40,231,865
Average Spent	\$1,888.55
Spending Potential Index	55
Health Care: Total \$	\$52,794,630
Average Spent	\$2,478.27
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$23,717,266
Average Spent	\$1,113.33
Spending Potential Index	48
Investments: Total \$	\$9,122,471
Average Spent	\$428.22
Spending Potential Index	42
Retail Goods: Total \$	\$317,279,788
Average Spent	\$14,893.67
Spending Potential Index	55
Shelter: Total \$	\$163,170,733
Average Spent	\$7,659.52
Spending Potential Index	49
TV/Video/Sound Equipment: Total \$	\$17,091,678
Average Spent	\$802.31
Spending Potential Index	56
Travel: Total \$	\$19,532,445
Average Spent	\$916.89
Spending Potential Index	49
Vehicle Maintenance & Repairs: Total \$	\$11,645,414
Average Spent	\$546.66
Spending Potential Index	55

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.